RISO News Flash
Product Marketing

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Attention All U.S. RSMs, BSMs, DSMs, RBSMs, Dealer Principals, and Branch Administrators

Introducing Fluorescent Pink Ink

RISO, Inc. is pleased to introduce Fluorescent Pink Ink, the newest color ink for the GR, RA, and RC Series Risographs.

Another first from RISO, Fluorescent Pink Ink is perfect as an accent color, highlighter, screen, and for seasonal promotions. This attention grabbing color is sure to get printed pieces noticed! Please see the enclosed application samples created by Bill McKenna for reference of screens, bolds, fine type, and reverse solids.

Color adds impact to your customer's applications and value to their Risograph. RISO is proud to boast the largest selection and broadest array of colors for its digital duplicators. The benefits of color in printing are numerous. Studies have shown that the use of color makes printed documents stand out. In addition, the use of color provides better recognition, retention and recall of information. Further, studies have also shown that color makes a document easier to read, comprehend, and respond to. The benefits of using color in marketing, educational and promotional materials are evident.

Benefits of Color:

- Greater recognition
- Better retention
- Higher recall
- Increased response rate
- Fewer errors

RISO prides itself on the quality of the inks it manufactures. In addition, RISO inks are guaranteed to be compatible with the Risograph. RISO inks are a culmination of over 50 years experience, and are continually being improved upon.

New Fluorescent Pink Ink available now – Item number S-2463. U.S. Suggested Retail price $44.95. Complete pricing will be sent under separate cover.